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- DATE: 06/11/93 SALES INFORMATION SYSTEM TIME: 08:11 -
- SUBJECT: PATHMARK SUPERMARKETS SENDER: NICK KURUC 1240 -
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O: ATT. DIVISION/DISTRICT MANAGERS WITH PATHMARK SUPERMARKET STORES

RE: PATHMARK SUPERMARKETS (0522-00-00)

DEAR MANAGERS:

AS PREVIOUSLY COMMUNICATED, PATHMARK HAS APPROVED MONARCH FOR DISTRIBUTION IN ATT. STORES. LISTED BELOW ARE PRELIMINARY DETAILS OF THIS PROGRAM:

- > PRICE POINT - MONARCH WILL SELL AT THE LOWEST PRICE POINT IN ATT. STORES. COMPARABLE TO ITS "NO FRTLS" BRAND.
- > DISPLAY - YOU WILL SOON BE RECEIVING DETAILS REGARDING PLACEMENT OF OUR FORSYTH MODULAR PACK/CARTON DISPLAY. TO INCLUDE STORE LIST, PLANOGRAM ETC. MONARCH WILL ALSO RECEIVE SPACE ON THE PM CARTON MERCHANDISER IN THE "SAVINGS SECTION". A REVISED PLANOGRAM WILL BE FORWARDED.
- > ADVERTISING: MONARCH POS HAS BEEN AUTHORIZED FOR ATT. STORES. TO INCLUDE A LARGR POSTER FOR PLACEMENT IN WINDOWS AT THE STORE ENTRANCE.

I WILL BE SENDING TO YOUR OFFICES FLOOR DISPLAY LIST AUTHORIZATIONS, PM CARTON FIXTURE (REVISED) PLANOGRAM, AND A COPY OF THE STORE MANAGER BULLETIN OUTLINING THE ENTIRE PROGRAM, INCLUDING STORE POS.

IN THE MEANTIME, PLEASE ENSURE THAT THE BRAND HAS BEEN PLACED IN OUR "LANE BLOCKER" AND "WRAPAROUND" DISPLAYS AS PREVIOUSLY COMMUNICATED.

REGARDS,

NICK

G. N. KURUC, JR.

GK

M-2

CC: E. M. MCATEE
APPTICABLE RMS/RS

B5

JD

KU

HK

PJ

HV

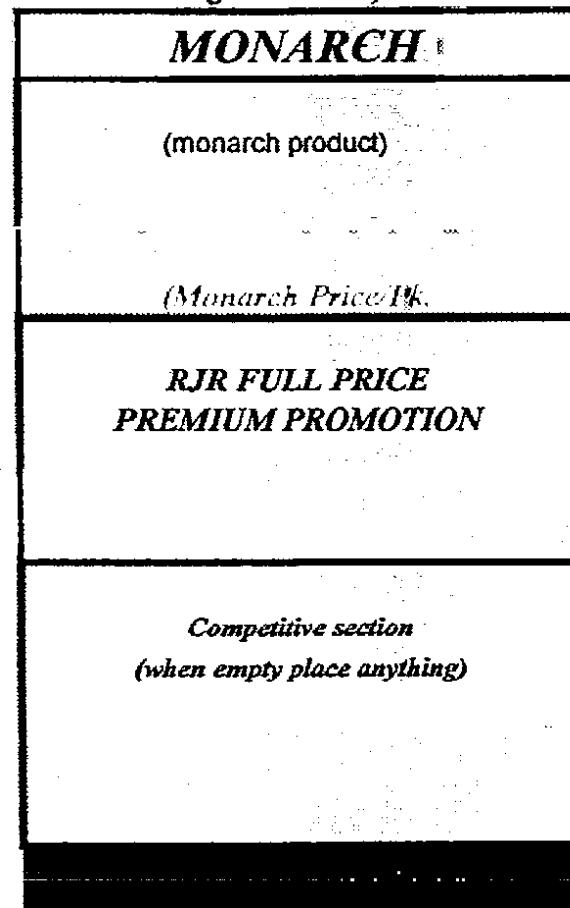
RH

*** END OF MESSAGE ***

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Pathmark Supermarkets

Pathmark Lane Blocker (front view)



Pathmark UPM (Top View)

